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Stats

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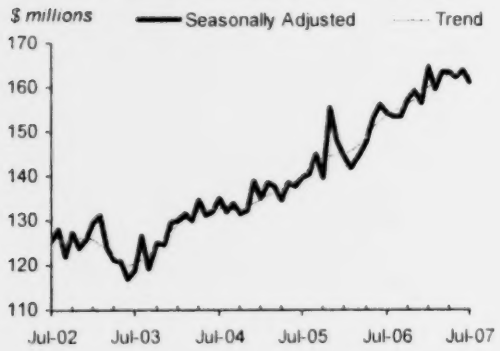
Tourism Sector Monitor ◆ October 2007

Room Revenue

Provincial room revenues were down 1.7% in July, the fourth month-over-month decrease in 2007. Although Vancouver Island/Coast (+1.6%) and Nechako (+1.3%) recorded revenue gains, these were not enough to offset declines in the other six regions of the province. Specifically, revenues fell in Mainland/Southwest (-2.7%), Kootenay (-2.1%), Northeast (-2.0%), Thompson/Okanagan (-1.8%), North Coast (-1.7%) and Cariboo (-1.6%).

Room revenues fell 1.7% in July



All accommodation types recorded a decrease in room revenues in July. Returns at the province's hotels were down 1.2%, with very large hotels (251+ rooms; -2.7%), large hotels (151-250 rooms; -1.0%) and small hotels (1-75 rooms; -0.7%) posting a drop in revenues. In addition, motels (-4.7%) and other types of accommodation (-2.6%) witnessed the largest declines since February.

Table 1. Room Revenue
(seasonally adjusted)

Accommodation Type	Jul 07 ($000)	Jun 07 ($000)	% change
Total	160,966	163,690	-1.7
Hotels	117,958	119,364	-1.2
Motels	19,356	20,305	-4.7
Other Accommodations	22,861	23,468	-2.6
Regions (Top 3 performers)			
Vancouver Island/Coast	29,718	29,247	+1.6
Nechako	969	957	+1.3
Cariboo	4,820	4,899	-1.6

Visitor Entries

Visitor entries to Canada via BC continued a downward trend (-6.0%) in July. Entries from the US, which account for most of the visits, were down (-7.7%) as Americans made fewer same-day (-5.2%) and overnight (-9.0%) trips.

Entries from overseas also fell (-0.5%) as the number of travellers from Oceania (-3.0%) and Europe (-1.0%) decreased. However, entries from Asia increased (+2.5%) for the third straight month.

The number of Canadians returning home via BC inched down (-0.6%). Same-day trips to the US declined 2.4%, while the number of travellers returning home from trips overseas increased 0.9% in July.

Visitor entries plunged in July

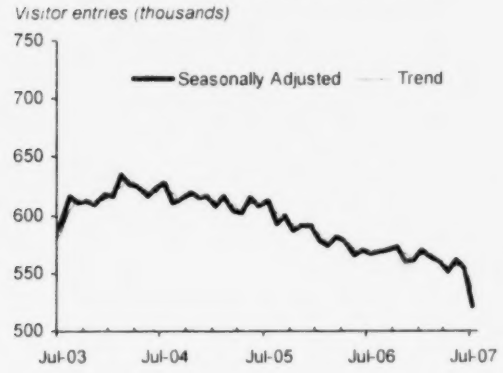


Table 2. Traveller Entries
(seasonally adjusted)

	Jul-07 ('000)	Jun-07 ('000)	% chg from Jun-07
American visitors			
Total	393	426	-7.7
Same-day	139	146	-5.2
Overnight	254	280	-9.0
Overseas visitors			
Total	127	128	-0.5
Europe	44	45	-1.0
UK	22	21	1.1
Asia	60	58	2.5
Japan	16	16	1.5
Taiwan	6	6	-0.7
Oceania	14	15	-3.0

(BC Stats & Statistics Canada)

Note: Total Overseas visitors is not equal to the sum of visitors from Europe, Asia and Oceania since it includes other areas

Other Indicators

In July, BC's hotel occupancy rate fell for the third straight month (-0.5 percentage points) to 66.1%. The average room rate ($128.00) was relatively unchanged from June (+0.2%).

Table 3. Other Tourism Indicators
(seasonally adjusted)

	Jul-07	Change from Jun-07
Hotel Industry		
Occupancy rate (%)	66.1	-0.5 pp
Average room charge ($)	128.00	0.2
(Pannell Kerr Forster)		
Airport Passengers	**(000s)**	**(%)**
Vancouver International Airport		
Total traffic	1,435	-0.3
US (trans-border)	349	-2.8
Other International	350	4.5
Canada (domestic)	737	-1.3
(YVR)		
Victoria International Airport		
Total traffic	124	2.3
(Victoria Airport Authority)		
Restaurant Receipts	**($ millions)**	**(%)**
All establishments	556	0.1
Food service	512	-0.9
Drinking places	44	12.9
(Statistics Canada)		
Transportation	**(000s)**	**(%)**
Coquihalla Highway		
Passenger Vehicles	226	-1.8
(Ministry of Transportation)		
BC Ferries		
Vehicle Volume	714	-0.4
Passenger Volume	1,815	-0.6
(BC Ferries)		
Exchange Rates	**Cdn $**	
US $	0.952	+0.01
UK Pound	0.468	0.00
Japanese Yen	115.594	+0.41
Australian $	1.098	-0.02
(Statistics Canada)		

Note: pp percentage points

Note to readers: all data in the *Tourism Sector Monitor* are reported on a **seasonally adjusted** basis.

Passenger volume at Vancouver airport fell (-0.3%) but volume through Victoria airport increased 2.3% in July. BC Ferries recorded declines in both passenger (-0.6%) and vehicle (-0.4%) volume, while the number of

passenger vehicles travelling on the Coquihalla Highway also decreased (-1.8%).

Restaurant, caterer and tavern receipts in the province inched up (+0.1%, *seasonally adjusted*) in July, as a reduction in revenues at food service establishments (-0.9%) was offset by an increase in sales at drinking places (+12.9%).

A look ahead—August 2007

Early returns show that provincial room revenues increased 0.6% in August. Revenues were up in Nechako (+6.7%), Northeast (+2.8%), Cariboo (+2.8%), Mainland/Southwest (+1.6%), Kootenay (+1.3%) and Thompson/Okanagan (+0.6%). Vancouver Island/Coast (-3.5%) was the only region to record a decrease while revenues in North Coast remained unchanged from July.

Receipts at hotels rose 0.9% in August, ending a three-month-long downturn, as revenues at very large hotels (251+ rooms) posted a 2.4% gain. Motel revenues also increased (+0.6%) following July's poor performance. Revenues at vacation rentals remained unchanged while business at fishing lodges, bed and breakfasts, and other types of accommodation improved (+2.0%).

Visitor entries to the province climbed (+3.3%) in August. The number of visitors from the US rebounded (+4.4%) mainly due to a significant increase in overnight visits (+5.8%). Although entries from Oceania rose 1.0%, fewer visitors from Asia (-0.6%) and Europe (-0.4%) contributed to an overall 0.3% decrease in overseas entries.

Passenger volume at both the Vancouver and Victoria airports increased 0.8%. BC Ferries experienced a reduction in passengers (-0.4%) while vehicle volume was up (+0.4%) in August.

About preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also briefly report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 21 reports in 2006 and 2007, BC room revenues changed (rose or fell on a month-over-month basis) on average by 2.4% (absolute value). The preliminary numbers—reported in the "look ahead" section—were less by an average of 0.2 percentage points partly because the initial data retrieved may not be complete until later that month. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus:

Sharing the Wealth—Visitor Interests and Expenditures in BC

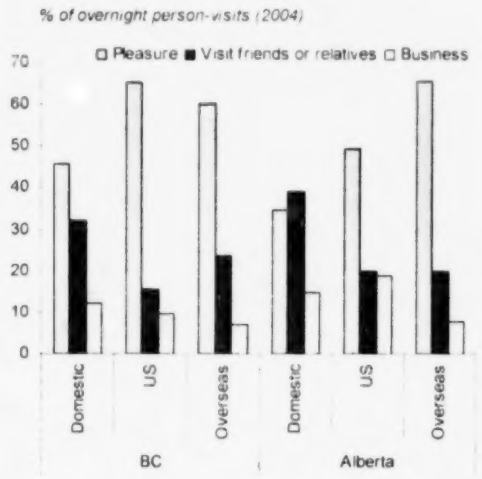
British Columbia provides a wealth of opportunities for domestic, US and overseas visitors through its recreational and cultural amenities and world-class accommodations. In 2005, the tourism sector contributed approximately $5.4 billion to provincial GDP and employed 120,000 workers. Given the importance of this sector to the provincial economy, it is relevant to examine visitors' motivations for travelling to BC and their economic contributions to the province in the form of trip-related expenditures.[1]

Domestic, US and overseas visitors travel to BC primarily for pleasure

Based on overnight domestic visits in 2004, "pleasure" was the most commonly cited reason for travelling to BC (46%) and within Canada (42%). Approximately 4.5 million person-visits were made to the province for that purpose. Compared to Alberta, BC's closest provincial competitor in the tourism market, a lower percentage (35%) of domestic visitors travelled for pleasure.

Visiting friends or relatives was the second most frequently cited reason for visiting BC in 2004, totalling 3.1 million person-visits or 32% of all overnight domestic visits. Business trips comprised 12% of all overnight visits to the province compared to 15% in Alberta and 10% at the national level.

A higher proportion of domestic and US visitors travel to BC for pleasure compared to neighbouring Alberta



Close to 4.0 million visits to BC from the US were recorded in 2004. Most (81%) travelled to the province for pleasure or to visit friends or relatives, a higher proportion compared to Alberta (69%) and the national average (78%). The percentage of overnight visitors from the US that travelled to BC for business purposes (10%) was lower than Alberta (19%) and the national average (13%).

A total of 1.5 million overseas visitors stayed one or more nights in the province in 2004 and a significant proportion (60%) travelled for pleasure. This was lower than Alberta (66%) but above the national average (51%). Business trips accounted for 7% and 8% of total overseas visits to BC and Alberta, respectively. At the national level, 12% of overseas visitors to Canada were business travellers.

[1] Information presented is based on Statistics Canada's *Canadian Travel Survey* (replaced with the *Travel Survey of Residents of Canada* in 2005) and *International Travel Survey*.

On a per visit basis, domestic and overseas travellers spend more in BC than in any other province

Domestic overnight visitors to BC spent over $3.1 billion in 2004, or $317 per person-visit. This level of expenditure was the highest in Canada and almost $100 more than the national average ($221). In comparison, average visitor expenditures in Ontario ($202) and Quebec ($192) were well below BC's.

Overseas travellers spend more in BC per visit than US and domestic travellers combined

	Person-Visits (000s)	Average Expenditure ($)	Average Nights
Domestic			
BC	*9,809*	*317*	*4.2*
Alberta	9,245	260	3.2
Ontario	32,431	202	2.9
Quebec	24,830	192	2.7
Canada	91,173	221	3.1
US			
*BC**	*3,962*	*518*	*3.7*
Alberta	1,030	748	4.9
Ontario	7,466	418	3.4
Quebec	2,363	587	3.6
Canada	16,502	495	3.7
Overseas			
*BC**	*1,485*	*1,126*	*11.8*
Alberta	796	959	9.2
Ontario	1,814	906	12.5
Quebec	978	980	10.7
Canada	5,493	981	11.4

* Includes Yukon Territory, Northwest Territories and Nunavut

Note: Estimates are based on overnight visits

Overnight domestic visitors to BC stayed 4.2 nights in the province in 2004, one night longer than the national average (3.1). In addition, the average duration of overnight trips was higher than Alberta (3.2), Ontario (2.9), and Quebec (2.7). This may explain the relatively high average person-visit expenditure in BC, as visitors tend to stay in the province for a longer period of time and therefore spend more during their trip.

Similar to other provinces and the national average, most expenditures incurred by overnight domestic visitors to BC were related to accommodation ($776.8 million; 25%), food or beverages purchased at restaurants or bars ($615.5 million; 20%) and vehicle costs ($510.8 million; 16%).

US visitors to BC spent on average $518 per person-visit in 2004. This was higher than the national average ($495) but below the average expenditure in Alberta ($748) and Quebec ($587). Overall, expenditures by US overnight visitors were approximately $2.1 billion.

In 2004, visitors from overseas countries stayed in the province for 11.8 nights on average and spent $1,126 per visit. This was higher than in any other region in Canada. While more overseas visitors travelled to Ontario (1.8 million) than BC (1.5 million), the average person-visit expenditure was 24% higher in BC.

Overall, overseas visitors to BC spent more than domestic and US visitors combined ($835) on a per person-visit basis. Given that the average stay for overseas visitors is about three times longer compared to domestic and US visitors, this is not a surprising result.

While most of the wealth is generated by domestic and US visitors, overseas travellers are a growing market

In 2004, nine in ten (90%) overnight visitors to BC were of domestic or US origin and accounted for approximately three-quarters (76%) of total visitor expenditures. Although only 10% were from overseas countries, they generated the remaining 24% ($1.7 billion) of total expenditures. Consequently, the average expenditure for overseas visitors was more than double the US average and almost four times the

domestic average. Recently, the proportion of visitor entries from the US has been declining (83% in 2002 to 79% in 2006) while overseas entries have been increasing (17% to 21%). If the downward trend in US visitation continues, which is likely given the continued appreciation of the Canadian dollar and increased security requirements, overseas visitors will become an increasingly important contributor to BC's tourism sector.

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2002	268,454	850,333	205,411	71,712	44,514	19,016	8,843	37,904	1,506,188
2003	272,990	810,455	213,447	72,167	43,064	19,364	8,929	46,266	1,486,681
2004	295,245	863,420	229,551	76,957	46,198	20,104	8,811	51,889	1,592,176
2005	310,117	904,553	250,184	78,922	52,134	20,779	10,152	63,252	1,690,093
2006	324,697	977,811	273,005	85,082	56,607	21,927	10,403	72,632	1,822,164
Annual growth rates									
2002	4.0	-0.5	7.9	11.9	4.6	-1.7	0.4	6.3	2.2
2003	1.7	-4.7	3.9	0.6	-3.3	1.8	1.0	22.1	-1.3
2004	8.2	6.5	7.5	6.6	7.3	3.8	-1.3	12.2	7.1
2005	5.0	4.8	9.0	2.6	12.8	3.4	15.2	21.9	6.1
2006	4.7	8.1	9.1	7.8	8.6	5.5	2.5	14.8	7.8
Monthly data									
Jul-06	26,508	83,952	22,413	7,096	4,737	1,777	893	6,893	154,269
Aug-06	26,518	82,256	23,306	7,300	4,575	1,793	868	6,890	153,506
Sep-06	27,053	81,799	23,393	7,101	4,727	1,880	874	6,587	153,415
Oct-06	27,685	85,451	23,671	7,383	4,776	1,935	927	5,492	157,321
Nov-06	28,109	85,968	23,739	7,249	4,932	1,969	930	6,461	159,358
Dec-06	28,394	83,337	23,837	7,680	5,059	2,033	911	5,441	156,692
Jan-07	29,629	86,413	27,664	7,521	5,031	2,065	940	5,324	164,587
Feb-07	28,127	86,786	24,479	7,778	5,002	2,062	865	4,413	159,511
Mar-07	29,230	87,770	25,209	7,788	5,051	2,240	992	5,290	163,569
Apr-07	29,336	87,842	25,104	7,524	4,782	2,251	975	5,564	163,378
May-07	29,242	85,885	25,213	7,901	5,116	2,202	1,117	5,764	162,440
Jun-07	29,247	85,926	26,057	8,203	4,899	2,385	957	6,016	163,690
Jul-07	29,718	83,596	25,591	8,033	4,820	2,344	969	5,895	160,966
Month-over-month growth rates									
Jul-06	-1.6	-2.0	0.2	1.1	2.7	-0.6	2.8	-0.3	-1.2
Aug-06	0.0	-2.0	4.0	2.9	-3.4	0.9	-2.8	0.0	-0.5
Sep-06	2.0	-0.6	0.4	-2.7	3.3	4.8	0.7	-4.4	-0.1
Oct-06	2.3	4.5	1.2	4.0	1.0	2.9	6.0	-16.6	2.5
Nov-06	1.5	0.6	0.3	-1.8	3.3	1.8	0.4	17.7	1.3
Dec-06	1.0	-3.1	0.4	5.9	2.6	3.3	-2.1	-15.8	-1.7
Jan-07	4.3	3.7	16.1	-2.1	-0.5	1.6	3.3	-2.2	5.0
Feb-07	-5.1	0.4	-11.5	3.4	-0.6	-0.2	-8.0	-17.1	-3.1
Mar-07	3.9	1.1	3.0	0.1	1.0	8.6	14.7	19.9	2.5
Apr-07	0.4	0.1	-0.4	-3.4	-5.3	0.5	-1.8	5.2	-0.1
May-07	-0.3	-2.2	0.4	5.0	7.0	-2.2	14.6	3.6	-0.6
Jun-07	0.0	0.0	3.3	3.8	-4.2	8.3	-14.4	4.4	0.8
Jul-07	1.6	-2.7	-1.8	-2.1	-1.6	-1.7	1.3	-2.0	-1.7

July month-over-month percent growth

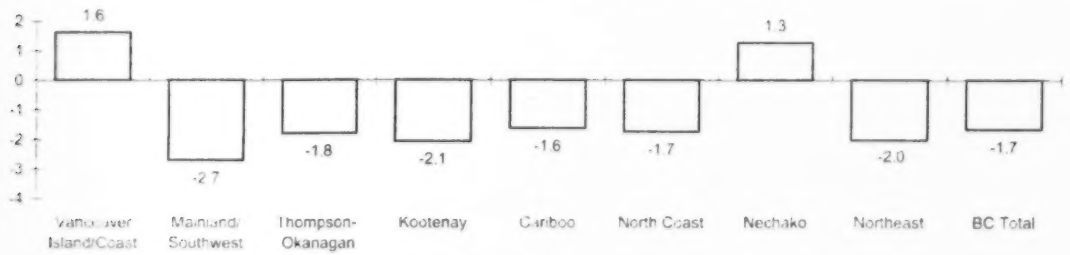


Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2002	465,543	188,385	297,026	174,173	181,785	112,442	86,833
2003	437,892	180,831	297,403	174,262	181,383	119,487	95,423
2004	467,820	198,608	321,679	185,673	195,057	124,438	98,902
2005	483,529	211,406	346,496	203,087	210,872	133,422	101,283
2006	513,978	230,059	379,559	221,171	234,119	135,298	107,979
Annual growth rates							
2002	3.5	-4.6	0.9	0.7	3.1	4.9	14.7
2003	-5.9	-4.0	0.1	0.1	-0.2	6.3	9.9
2004	6.8	9.8	8.2	6.5	7.5	4.1	3.6
2005	3.4	6.4	7.7	9.4	8.1	7.2	2.4
2006	6.3	8.8	9.5	8.9	11.0	1.4	6.6
Monthly data							
Jul-06	43,653	19,344	31,760	18,501	18,889	11,995	9,527
Aug-06	42,614	19,134	31,804	18,398	19,216	11,848	9,306
Sep-06	42,083	19,476	32,134	18,608	19,175	11,622	9,364
Oct-06	44,927	21,035	32,959	19,025	20,011	11,069	9,517
Nov-06	44,374	20,797	33,459	19,438	20,669	11,782	9,467
Dec-06	43,687	19,794	32,989	18,840	20,621	11,542	9,780
Jan-07	45,426	20,662	33,821	19,201	22,475	12,030	10,028
Feb-07	44,966	20,687	33,915	18,791	21,283	10,793	9,946
Mar-07	44,981	21,122	34,379	19,228	20,618	12,270	10,427
Apr-07	45,219	21,000	34,582	19,712	20,719	12,394	10,023
May-07	42,906	21,501	34,991	20,454	20,308	12,439	10,245
Jun-07	43,011	20,958	35,123	20,272	20,305	13,088	10,380
Jul-07	41,854	20,752	35,223	20,129	19,356	12,546	10,315
Month-over-month growth rates							
Jul-06	-2.0	0.0	0.4	0.1	-0.7	4.5	1.3
Aug-06	-2.4	-1.1	0.1	-0.6	1.7	-1.2	-2.3
Sep-06	-1.2	1.8	1.0	1.1	-0.2	-1.9	0.6
Oct-06	6.8	8.0	2.6	2.2	4.4	-4.8	1.6
Nov-06	-1.2	-1.1	1.5	2.2	3.3	6.4	-0.5
Dec-06	-1.5	-4.8	-1.4	-3.1	-0.2	-2.0	3.3
Jan-07	4.0	4.4	2.5	1.9	9.0	4.2	2.5
Feb-07	-1.0	0.1	0.3	-2.1	-5.3	-10.3	-0.8
Mar-07	0.0	2.1	1.4	2.3	-3.1	13.7	4.8
Apr-07	0.5	-0.6	0.6	2.5	0.5	1.0	-3.9
May-07	-5.1	2.4	1.2	3.8	-2.0	0.4	2.2
Jun-07	0.2	-2.5	0.4	-0.9	0.0	5.2	1.3
Jul-07	-2.7	-1.0	0.3	-0.7	-4.7	-4.1	-0.6

July month-over-month percent growth

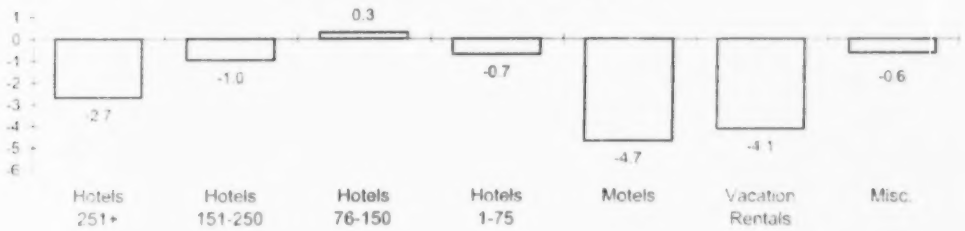


Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Jul-07	YTD 07	Jul-06	YTD 06	Jul-07	Jul-06	Jul-07	Jul-06
Vancouver Island/Coast								
17 Capital								
Total - All accommodation types	**27,232**	**109,046**	**11.8**	**7.3**	**175**	**-12**	**8,389**	**-110**
Total - Hotels	21,435	88,649	14.8	6.6	68	-2	5,656	-23
76+ Rooms	15,861	67,872	14.1	6.9	26	0	3,927	2
1-75 Rooms	5,574	20,777	16.8	5.6	42	-2	1,729	-25
Motels	2,453	9,938	6.9	15.3	23	-4	1,006	-116
Vacation Rentals	940	2,781	-16.2	-17.5	30	1	338	21
19 Cowichan Valley								
Total - All accommodation types	**1,314**	**5,562**	**9.2**	**13.7**	**39**	**-1**	**657**	**-26**
Motels	277	1,252	7.9	19.6	14	-3	260	-71
Vacation Rentals	257	1,052	3.8	8.4	10	0	124	17
21 Nanaimo								
Total - All accommodation types	**7,069**	**26,218**	**10.2**	**10.9**	**68**	**-7**	**2,441**	**-179**
Total - Hotels	2,950	13,409	5.7	9.9	18	-2	1,095	-117
Motels	1,348	5,150	8.3	15.5	23	0	634	0
Vacation Rentals	2,439	6,373	18.4	9.0	20	-3	572	-52
23 Alberni-Clayoquot								
Total - All accommodation types	**8,493**	**26,587**	**12.6**	**11.9**	**67**	**-1**	**1,506**	**-44**
Total - Hotels	1,837	6,255	9.9	10.7	12	1	416	5
Motels	732	2,239	-6.4	-1.6	20	0	386	-23
Vacation Rentals	3,407	10,705	18.8	14.2	16	1	360	21
25 Comox-Strathcona								
Total - All accommodation types	**5,581**	**22,145**	**7.4**	**14.9**	**93**	**5**	**2,089**	**52**
Fishing lodges	1,609	3,285	10.2	8.3	25	-1	419	-11
Total - Hotels	1,241	7,100	21.5	27.0	11	1	534	11
Motels	1,035	5,191	0.7	17.2	23	2	635	21
Vacation Rentals	824	2,752	3.7	25.7	24	3	296	19
Miscellaneous	872	3,816	-2.5	-5.4	10	0	205	12
27 Powell River								
Total - All accommodation types	**618**	**2,676**	**12.5**	**10.4**	**22**	**2**	**427**	**11**
Total - Hotels	353	1,693	-4.5	7.1	10	0	289	0
43 Mount Waddington								
Total - All accommodation types	**1,190**	**3,796**	**10.5**	**17.2**	**25**	**-2**	**734**	**-26**
45 Central Coast								
Total - All accommodation types	**311**	**1,032**	**4.1**	**9.2**	**12**	**0**	**169**	**12**
Mainland/Southwest								
09 Fraser Valley								
Total - All accommodation types	**5,111**	**25,538**	**2.2**	**6.6**	**72**	**1**	**2,512**	**34**
Total - Hotels	3,264	17,830	0.7	5.2	18	0	1,362	0
Motels	1,326	5,414	3.6	9.7	35	0	898	26
Vacation Rentals	372	1,657	-4.4	0.8	11	2	159	14
15 Greater Vancouver								
Total - All accommodation types	**89,639**	**447,374**	**-1.3**	**3.9**	**237**	**-9**	**26,224**	**-1,199**
Total - Hotels	83,093	421,634	-1.1	4.2	160	-4	22,462	-927
251+ Rooms	39,237	211,771	-7.0	-1.4	21	-2	8,506	-746
151-250 Rooms	17,554	87,340	4.2	13.6	26	-1	5,061	-113
76-150 Rooms	18,625	89,306	4.3	7.7	54	-2	5,824	-174
1-75 Rooms	7,677	33,217	8.1	10.8	59	1	3,071	106
Motels	2,647	11,701	1.4	5.2	31	-2	1,370	-111
Vacation Rentals	997	7,178	-1.9	16.1	16	-3	566	-152
29 Sunshine Coast								
Total - All accommodation types	**999**	**3,648**	**23.3**	**22.3**	**18**	**-1**	**355**	**-2**

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000) Jul-07	Revenue ($000) YTD 07	% change from Jul-06	% change from YTD 06	Properties (#) Jul-07	Properties # chg from Jul-06	Rooms (#) Jul-07	Rooms # chg from Jul-06
31 Squamish-Lillooet								
Total - All accommodation types	**14,053**	**138,546**	**-3.4**	**18.0**	**83**	**-16**	**5,808**	**-1,617**
Total - Hotels	12,325	114,851	-4.1	15.2	37	-9	4,613	-1,074
76+ Rooms	11,481	107,538	-5.1	15.8	21	-6	4,089	-921
1-75 Rooms	843	7,313	10.7	6.5	16	-3	524	-153
Vacation Rentals	1,001	18,664	-4.8	35.0	24	-4	785	-436
Miscellaneous	424	3,807	11.2	29.2	15	0	213	-62
Thompson/Okanagan								
07 Okanagan-Similkameen								
Total - All accommodation types	**10,558**	**27,939**	**8.4**	**10.6**	**117**	**5**	**3,222**	**54**
Total - Hotels	4,225	13,048	2.9	6.6	15	0	1,086	12
Motels	4,810	10,757	7.9	9.1	73	2	1,702	29
Vacation Rentals	656	1,969	0.0	2.3	13	0	269	-1
33 Thompson-Nicola								
Total - All accommodation types	**9,211**	**46,281**	**0.5**	**8.8**	**159**	**-12**	**5,651**	**-28**
Fishing lodges	244	687	-24.8	-14.8	12	-4	140	-35
Total - Hotels	4,220	21,689	6.0	13.0	35	1	2,208	21
76+ Rooms	3,456	18,160	11.7	16.7	13	1	1,478	90
1-75 Rooms	764	3,529	-13.8	-3.0	22	0	730	-69
Motels	3,555	13,936	-2.5	5.4	72	-5	2,151	-150
Vacation Rentals	369	6,430	-22.3	2.2	20	-4	511	-116
Miscellaneous	824	3,540	11.8	17.9	20	0	641	252
35 Central Okanagan								
Total - All accommodation types	**13,649**	**55,157**	**23.7**	**19.2**	**62**	**-2**	**3,587**	**146**
Total - Hotels	7,986	34,579	16.1	15.6	19	1	1,822	116
Motels	2,547	7,695	6.5	3.5	21	-3	910	-63
Vacation Rentals	1,990	10,109	72.0	33.2	17	-1	501	45
37 North Okanagan								
Total - All accommodation types	**3,088**	**15,928**	**-3.0**	**15.4**	**47**	**-3**	**1,719**	**-31**
Total - Hotels	1,601	7,969	1.1	-2.6	13	0	891	0
Motels	1,123	4,382	0.3	8.8	18	-1	586	-8
39 Columbia-Shuswap								
Total - All accommodation types	**8,683**	**31,066**	**5.7**	**15.9**	**110**	**2**	**3,559**	**185**
Total - Hotels	3,463	12,425	5.6	19.2	21	1	1,334	132
Motels	3,553	11,199	7.8	12.1	43	0	1,540	0
Vacation Rentals	1,044	2,086	-3.5	9.4	17	1	237	25
Kootenay								
01 East Kootenay								
Total - All accommodation types	**7,547**	**38,008**	**10.9**	**13.8**	**112**	**-3**	**4,459**	**210**
Total - Hotels	2,843	13,944	37.3	26.6	30	3	1,771	283
76+ Rooms	1,897	9,748	65.3	31.6	11	3	1,067	280
1-75 Rooms	946	4,196	2.4	16.1	19	0	704	3
Motels	1,516	6,109	-2.1	4.8	41	-5	922	-123
Vacation Rentals	1,544	9,871	3.4	15.0	18	0	1,034	31
03 Central Kootenay								
Total - All accommodation types	**3,619**	**13,761**	**15.7**	**11.9**	**79**	**-4**	**1,623**	**-33**
Total - Hotels	1,698	7,250	5.4	9.3	16	-1	743	-10
Motels	899	3,219	19.6	12.5	28	-1	514	-11
Vacation Rentals	436	1,327	5.8	25.6	16	-3	135	-17
05 Kootenay Boundary								
Total - All accommodation types	**1,213**	**4,937**	**20.6**	**15.2**	**37**	**3**	**724**	**38**
Motels	555	2,128	8.8	3.1	23	1	431	19

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Jul-07	YTD 07	Jul-06	YTD 06	Jul-07	Jul-06	Jul-07	Jul-06
Cariboo								
41 Cariboo								
Total - All accommodation types	**3,034**	**11,832**	**6.2**	**7.1**	**97**	**-8**	**2,014**	**-154**
Fishing lodges	134	419	-9.3	6.6	15	-1	140	-6
Total - Hotels	868	3,552	7.8	8.6	11	0	527	1
Motels	1,465	6,228	5.5	5.2	31	-5	939	-109
Vacation Rentals	196	536	-15.1	2.9	22	-6	228	-46
Miscellaneous	371	1,097	30.8	16.6	18	4	180	6
53 Fraser-Fort George								
Total - All accommodation types	**4,013**	**21,819**	**-1.1**	**5.5**	**60**	**2**	**2,830**	**78**
Total - Hotels	2,647	15,661	-1.8	5.9	19	1	1,521	74
Motels	1,192	5,355	-0.5	3.3	28	0	972	-3
North Coast								
47 Skeena-Queen Charlotte								
Total - All accommodation types	**3,477**	**9,861**	**37.1**	**34.3**	**45**	**1**	**1,281**	**79**
Total - Hotels	1,369	4,476	31.1	28.8	12	0	628	0
Motels	478	1,652	32.5	30.6	11	11	328	0
49 Kitimat-Stikine								
Total - All accommodation types	**1,285**	**6,147**	**20.6**	**21.0**	**38**	**1**	**879**	**30**
Total - Hotels	647	2,948	15.4	11.7	10	0	373	3
Motels	503	2,381	34.7	34.7	18	1	430	32
Nechako								
51 Bulkley-Nechako + 57 Stikine								
Total - All accommodation types	**1,311**	**6,288**	**7.5**	**14.7**	**50**	**-10**	**1,101**	**-148**
Fishing lodges	89	195	3.0	-19.3	12	-3	100	-10
Motels	649	3,446	-6.3	5.5	20	-4	568	-119
Northeast								
55 Peace River + 59 Northern Rockies								
Total - All accommodation types	**6,178**	**39,985**	**-12.4**	**-6.2**	**70**	**0**	**3,530**	**258**
Total - Hotels	3,822	21,315	22.3	8.7	29	4	2,144	467
Motels	1,277	12,744	-45.8	-14.2	29	-5	837	-221

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 4: Unadjusted Room Revenue by Urban Centre

Development Region/ Urban Centre	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Jul-07	YTD 07	Jul-06	YTD 06	Jul-07	Jul-06	Jul-07	Jul-06
Vancouver Island/Coast	**51,809**	**197,062**	**11.1**	**9.6**	**501**	**-16**	**16,412**	**-310**
Victoria (C)	21,243	88,241	14.1	8.0	84	-7	5,894	-32
Other CRD	4,453	14,668	-2.0	0.5	77	-8	2,087	-147
Nanaimo (C)	3,020	14,986	9.7	15.9	24	0	1,244	0
Port Alberni (C)	620	2,668	1.3	9.0	13	-1	371	-23
Courtenay (C)	1,205	7,285	16.3	16.6	12	0	440	-7
Rest of Development Region	21,268	69,213	11.5	11.9	303	0	6,376	-101
Mainland/Southwest	**109,803**	**615,106**	**-1.3**	**7.0**	**410**	**-25**	**34,899**	**-2,784**
Downtown Vancouver (C)	53,921	269,594	-5.7	0.4	78	-8	12,090	-1,105
Other Vancouver (C)	5,945	28,381	5.4	11.8	38	2	2,942	10
Richmond (C)	13,849	74,733	4.0	9.5	25	-1	4,115	-5
Burnaby (C)	3,676	17,887	5.8	8.9	10	0	1,321	61
Other GVRD	12,244	56,748	9.0	9.5	85	-3	5,738	-117
Whistler (DM)	12,842	132,647	-5.5	17.5	56	-15	5,073	-1628
Rest of Development Region	7,326	35,116	8.2	11.7	118	0	3,620	0
Thompson/Okanagan	**45,189**	**176,371**	**9.3**	**14.0**	**496**	**-10**	**17,748**	**326**
Penticton (C)	5,303	15,151	1.1	6.2	44	0	1,675	0
Kamloops (C)	6,315	34,857	4.1	9.2	73	1	3,973	212
Kelowna (C)	11,302	49,316	20.9	17.5	46	-3	2,871	-47
Vernon (C)	2,610	15,019	-1.8	16.9	31	0	1,531	0
Revelstoke (C)	2,664	10,614	9.6	14.1	30	0	1,276	16
Rest of Development Region	16,995	51,414	9.0	16.0	272	-8	6,422	145
Kootenay	**12,379**	**56,706**	**13.2**	**13.4**	**228**	**-4**	**6,806**	**215**
Cranbrook (C)	1,374	6,108	18.0	23.8	19	1	917	97
Nelson (C)	1,061	4,709	0.9	12.8	14	0	489	0
Rest of Development Region	9,944	45,889	14.0	12.3	209	-5	5,889	118
Cariboo	**7,047**	**33,651**	**1.9**	**6.1**	**157**	**-6**	**4,844**	**-76**
Quesnel (C)	575	2,306	8.6	2.0	12	0	443	0
Williams Lake (C)	729	3,602	0.5	9.8	11	-1	521	-55
Prince George (C)	2,656	16,113	-3.4	2.7	31	1	2,051	74
Rest of Development Region	3,087	11,629	6.1	10.9	103	-6	1,829	-95
North Coast	**4,762**	**16,009**	**32.2**	**28.8**	**83**	**2**	**2,160**	**109**
Prince Rupert (C)	1,355	5,012	39.7	27.3	17	0	784	0
Terrace (C)	665	3,558	11.6	18.3	14	2	430	15
Rest of Development Region	2,743	7,439	34.7	35.7	52	0	946	94
Nechako	**1,311**	**6,288**	**7.5**	**14.7**	**50**	**-10**	**1,101**	**-148**
Smithers (T)	722	3,213	30.6	27.3	15	-1	450	-11
Rest of Development Region	589	3,075	-11.7	4.0	35	-9	651	190
Northeast	**6,178**	**39,985**	**-12.4**	**-6.2**	**70**	**0**	**3,530**	**258**
Dawson Creek (C)	1,032	6,226	0.6	-16.4	15	0	609	53
Fort St. John (C)	1,910	15,187	-25.6	-8.5	16	-1	1,047	-56
Rest of Development Region	3,237	18,572	-6.5	-0.1	39	1	1,874	261

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 5: Historical Unadjusted Room Revenue by Development Region ($000)

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	Total
Annual data									
2002	268,454	850,333	205,411	71,712	44,514	19,016	8,843	37,904	1,506,188
2003	272,990	810,455	213,447	72,167	43,064	19,364	8,929	46,266	1,486,681
2004	295,245	863,420	229,551	76,957	46,198	20,104	8,811	51,889	1,592,176
2005	310,117	904,553	250,184	78,922	52,134	20,779	10,152	63,252	1,690,093
2006	324,697	977,811	273,004	85,082	56,607	21,927	10,403	72,632	1,822,163
Annual growth rates									
2002	4.0	-0.5	7.9	11.9	4.6	-1.7	0.4	6.3	2.2
2003	1.7	-4.7	3.9	0.6	-3.3	1.8	1.0	22.1	-1.3
2004	8.2	6.5	7.5	6.6	7.3	3.8	-1.3	12.2	7.1
2005	5.0	4.8	9.0	2.6	12.8	3.4	15.2	21.9	6.1
2006	4.7	8.1	9.1	7.8	8.6	5.5	2.5	14.8	7.8
Monthly data									
Jul-06	46,646	111,202	41,336	10,939	6,913	3,601	1,220	7,052	228,911
Aug-06	52,844	115,547	46,715	12,072	6,894	3,420	1,284	6,947	245,723
Sep-06	38,204	93,594	28,093	8,495	6,276	2,670	1,304	6,701	185,338
Oct-06	23,109	68,031	17,168	5,154	4,832	1,392	1,087	5,866	126,638
Nov-06	15,554	55,638	10,841	3,207	3,627	1,168	706	5,946	96,687
Dec-06	15,200	70,266	15,541	6,169	3,252	851	539	4,530	116,348
Jan-07	13,239	72,744	18,095	6,959	3,150	861	588	5,713	121,350
Feb-07	16,124	80,190	18,849	8,870	3,369	1,226	600	6,130	135,358
Mar-07	22,176	90,348	22,389	8,750	4,367	1,520	833	7,527	157,909
Apr-07	23,969	72,645	16,724	5,365	4,220	1,338	673	4,821	129,755
May-07	31,665	86,523	24,385	6,441	5,540	2,112	1,066	4,020	161,752
Jun-07	38,080	102,852	30,739	7,942	5,958	4,190	1,217	5,597	196,575
Jul-07	51,809	109,803	45,189	12,379	7,047	4,762	1,311	6,178	238,479
Year-over-year percent changes									
Jul-06	2.3	11.6	4.8	4.8	7.8	3.9	11.6	49.8	8.6
Aug-06	3.5	6.7	16.1	11.3	9.5	2.2	4.0	53.0	8.8
Sep-06	5.3	2.2	12.1	3.0	8.9	11.3	4.8	32.1	5.5
Oct-06	15.6	11.8	16.6	10.7	10.0	21.1	15.8	-4.5	12.2
Nov-06	3.9	2.1	6.8	6.1	8.7	16.1	8.1	22.9	4.6
Dec-06	3.3	4.1	7.4	18.3	6.9	22.7	3.1	-1.0	5.1
Jan-07	11.0	12.4	24.1	7.0	10.2	24.1	13.3	4.8	13.2
Feb-07	4.0	15.0	11.7	18.2	10.5	13.5	0.4	-2.6	12.2
Mar-07	11.9	13.7	18.9	15.2	8.8	31.7	21.3	-4.2	13.3
Apr-07	9.9	11.2	10.2	6.7	0.1	29.3	23.2	-6.9	9.7
May-07	9.2	4.6	13.0	12.3	9.8	19.6	32.0	-12.9	6.9
Jun-07	8.6	1.3	16.9	19.0	5.8	35.3	10.1	-9.7	5.9
Jul-07	11.1	-1.3	9.3	13.2	1.9	32.2	7.5	-12.4	4.2

July year-over-year percent change

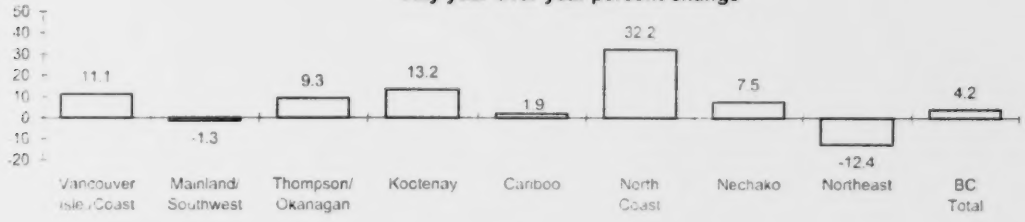


Table 6: Traveller Entries to Canada via BC, Seasonally Adjusted (000s)

Period	International							
	Total	USA			Overseas			
		Total*	Same-day	Overnight	Total	Asia	Europe	Oceania**
Annual data								
2002	7,970.8	6,595.9	2,808.1	3,787.8	1,374.9	764.0	411.8	118.0
2003	7,335.3	6,137.4	2,580.7	3,556.8	1,197.8	577.6	410.1	124.8
2004	7,447.7	6,039.1	2,477.6	3,561.5	1,408.7	715.8	458.1	144.3
2005	7,224.8	5,751.0	2,314.5	3,436.5	1,473.8	723.5	493.7	157.1
2006	6,846.0	5,379.8	1,944.6	3,435.2	1,466.1	716.9	492.7	154.7
Annual percent changes								
2002	-4.1	-4.3	-13.8	4.2	-3.0	4.4	-11.7	-10.5
2003	-8.0	-7.0	-8.1	-6.1	-12.9	-24.4	-0.4	5.8
2004	1.5	-1.6	-4.0	0.1	17.6	23.9	11.7	15.6
2005	-3.0	-4.8	-6.6	-3.5	4.6	1.1	7.8	8.9
2006	-5.2	-6.5	-16.0	0.0	-0.5	-0.9	-0.2	-1.5
Monthly data								
Aug-06	569	444	159	285	124	60	43	13
Sep-06	570	448	158	289	123	60	42	13
Oct-06	573	451	158	293	122	60	41	13
Nov-06	560	437	145	292	123	59	42	13
Dec-06	561	436	153	283	125	61	41	13
Jan-07	570	444	155	289	125	60	43	13
Feb-07	564	438	152	286	126	59	44	13
Mar-07	559	434	154	280	126	59	42	14
Apr-07	552	428	149	279	123	58	42	14
May-07	560	434	150	284	127	58	43	15
Jun-07	554	426	146	280	128	58	45	15
Jul-07	521	393	139	254	127	60	44	14
Aug-07	538	411	141	269	127	59	44	14
Month-over-month growth rates								
Aug-06	0.5	0.3	0.3	0.3	1.2	-0.1	1.0	4.8
Sep-06	0.3	0.7	-0.8	1.5	-1.3	0.3	-2.4	-1.9
Oct-06	0.4	0.7	-0.1	1.2	-0.8	-0.9	-2.4	-4.7
Nov-06	-2.2	-3.1	-8.2	-0.3	1.2	-0.1	2.3	0.1
Dec-06	0.3	-0.1	5.8	-3.0	1.6	3.3	-2.3	5.8
Jan-07	1.5	1.8	1.0	2.3	0.2	-2.8	5.2	-2.4
Feb-07	-1.0	-1.4	-2.0	-1.1	0.3	-1.3	1.7	0.9
Mar-07	-0.8	-1.0	1.6	-2.4	0.1	0.6	-2.4	4.0
Apr-07	-1.4	-1.2	-3.0	-0.2	-2.1	-2.9	-2.0	3.7
May-07	1.6	1.2	0.3	1.7	3.0	0.8	3.6	6.1
Jun-07	-1.1	-1.7	-2.4	-1.4	0.9	0.2	3.7	-3.1
Jul-07	-6.0	-7.7	-5.2	-9.0	-0.5	2.5	-1.0	-3.0
Aug-07	3.3	4.4	1.9	5.8	-0.3	-0.6	-0.4	1.0

* Seasonally adjusted visitor entries are calculated by Statistics Canada, and are adjusted to sum to national totals.

** Australia, New Zealand, and other South Pacific nations.

SOURCE: BC STATS, Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2002	14,877	7,422	3,855	3,600	1,102	8,272	21,540	2,530
2003	14,321	7,266	3,814	3,241	1,183	8,263	21,348	2,480
2004	15,726	7,985	3,965	3,776	1,250	8,532	21,955	2,586
2005	16,419	8,348	4,107	3,964	1,318	8,539	21,791	2,635
2006	16,929	8,712	4,257	3,960	1,390	8,530	21,689	2,601
Annual growth rates								
2002	-3.9	-5.7	-3.6	-0.2	-4.9	2.1	1.1	2.8
2003	-3.7	-2.1	-1.1	-10.0	7.3	-0.1	-0.9	-2.0
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	-0.7	1.9
2006	3.1	4.4	3.7	-0.1	5.5	-0.1	-0.5	-1.3
Monthly data								
Aug-06	1,410	732	349	329	119	715	1,825	225
Sep-06	1,411	729	358	325	118	717	1,821	227
Oct-06	1,418	719	369	330	119	719	1,835	240
Nov-06	1,438	732	369	337	117	673	1,722	201
Dec-06	1,445	730	381	334	113	705	1,779	190
Jan-07	1,441	741	372	327	119	714	1,829	221
Feb-07	1,427	728	356	342	118	711	1,804	222
Mar-07	1,448	739	365	344	122	715	1,812	233
Apr-07	1,461	766	362	333	123	706	1,802	228
May-07	1,440	748	356	336	125	714	1,812	226
Jun-07	1,440	747	359	335	121	717	1,825	230
Jul-07	1,435	737	349	350	124	714	1,815	226
Aug-07	1,447	748	357	343	125	717	1,808	235
Month-over-month growth rates								
Aug-06	-1.1	-1.3	-1.0	-0.6	2.4	0.7	0.6	2.7
Sep-06	0.1	-0.4	2.5	-1.2	-0.5	0.2	-0.2	0.9
Oct-06	0.5	-1.4	3.2	1.7	0.4	0.3	0.8	5.6
Nov-06	1.4	1.8	-0.1	2.0	-1.4	-6.5	-6.2	-16.1
Dec-06	0.5	-0.3	3.3	-0.8	-3.3	4.8	3.3	-5.7
Jan-07	-0.3	1.5	-2.3	-2.0	5.6	1.3	2.8	16.6
Feb-07	-1.0	-1.7	-4.3	4.5	-1.0	-0.4	-1.3	0.6
Mar-07	1.5	1.4	2.4	0.6	3.0	0.5	0.4	4.7
Apr-07	0.9	3.7	-0.7	-3.3	0.9	-1.3	-0.6	-2.0
May-07	-1.4	-2.3	-1.9	1.1	1.3	1.2	0.6	-1.1
Jun-07	0.0	-0.2	0.9	-0.5	-2.6	0.4	0.7	2.0
Jul-07	-0.3	-1.3	-2.8	4.5	2.3	-0.4	-0.6	-1.8
Aug-07	0.8	1.5	2.4	-2.0	0.8	0.4	-0.4	3.7

Table 8: Tourism Sector Indicators, Seasonally adjusted

Period	Employment in key industries in tourism sector ('000)					Hotel Industry[2]		Consumer Price Index[1]	
	Total tourism related	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate (%)[3]	Room Rate ($)	Traveller accom-modation	Restaurant food[4]
Annual data									
2002	196.7	13.1	31.6	120.0	32.0	58.9	117.0	100.0	100.0
2003	201.4	13.1	31.5	124.0	32.9	58.3	113.7	90.1	101.8
2004	205.7	12.9	31.5	125.8	35.4	61.3	115.7	82.5	103.6
2005	211.1	13.1	33.1	129.0	35.9	64.1	116.5	79.9	106.7
2006	221.9	13.6	35.2	135.1	37.9	65.7	122.3	77.5	109.3
Annual Growth Rates									
2002	0.7	-8.7	1.0	1.5	1.5	-0.4	0.8	-6.9	3.4
2003	2.4	0.1	-0.4	3.3	2.7	-0.6	-2.8	-9.9	1.8
2004	2.1	-1.5	0.1	1.5	7.8	3.0	1.7	-8.4	1.8
2005	2.6	1.5	5.0	2.6	1.2	2.8	0.7	-3.2	3.0
2006	5.1	4.1	6.5	4.7	5.8	1.7	5.0	-3.0	2.5
Monthly data									
Aug-06	221.8	14.2	35.1	134.7	37.8	65.1	122.80	77.2	108.8
Sep-06	223.0	13.7	35.5	135.8	38.0	65.4	123.40	77.4	108.8
Oct-06	224.9	13.8	35.6	137.5	37.9	67.1	125.30	78.2	109.2
Nov-06	230.4	13.9	36.2	141.4	38.9	67.2	125.50	78.6	111.8
Dec-06	227.5	13.8	35.6	139.2	39.0	66.4	123.00	78.9	111.9
Jan-07	226.6	13.9	35.3	138.8	38.6	67.6	126.50	79.5	111.5
Feb-07	227.8	13.7	35.2	139.7	39.2	66.8	127.30	80.9	111.0
Mar-07	228.2	13.8	35.4	140.1	39.0	66.6	128.80	80.9	110.8
Apr-07	228.5	13.8	35.6	140.2	38.9	66.9	128.50	81.4	111.0
May-07	229.0	13.8	35.5	140.4	39.3	66.7	128.10	81.3	111.1
Jun-07	230.2	13.9	35.4	141.8	39.2	66.6	127.70	79.1	111.9
Jul-07	229.6	14.0	35.3	141.1	39.1	66.1	128.00	81.1	113.2
Aug-07	229.4	13.7	35.2	141.5	39.0	66.2	128.80	81.2	113.3
Month-over-month growth rates									
Aug-06	0.7	4.0	1.0	0.4	0.2	-0.5	-0.9	0.3	-0.1
Sep-06	0.6	-3.7	1.1	0.9	0.6	0.3	0.5	0.3	0.0
Oct-06	0.8	1.0	0.3	1.3	-0.3	1.7	1.5	1.0	0.4
Nov-06	2.4	0.8	1.7	2.8	2.5	0.1	0.2	0.5	2.4
Dec-06	-1.2	-0.9	-1.8	-1.5	0.2	-0.8	-2.0	0.4	0.1
Jan-07	-0.4	0.7	-0.8	-0.3	-0.8	1.2	2.8	0.8	-0.4
Feb-07	0.5	-1.1	-0.2	0.7	1.4	-0.8	0.6	1.8	-0.4
Mar-07	0.2	0.3	0.6	0.2	-0.5	-0.2	1.2	0.0	-0.2
Apr-07	0.1	0.2	0.6	0.1	-0.3	0.3	-0.2	0.6	0.2
May-07	0.2	-0.1	-0.4	0.2	1.2	-0.2	-0.3	-0.1	0.1
Jun-07	0.5	0.8	-0.2	1.0	-0.4	-0.1	-0.3	-2.7	0.7
Jul-07	-0.3	0.9	-0.2	-0.4	-0.2	-0.5	0.2	2.5	1.2
Aug-07	-0.1	-2.2	-0.4	0.2	-0.1	0.1	0.6	0.1	0.1

[1]Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.
[2]Source: Pannell Kerr Forster and BC Stats.
[3]Occupancy Rate change expressed as percentage point change. [4]No identifiable seasonality.

Table 9: BC Restaurant and Tavern Receipts, Seasonally Adjusted

Period	Restaurants and Taverns [1]					
	Receipts ($ million)					
	BC			Canada		
	Total	Drinking places	Food Services	Total	Drinking places	Food Services
Annual data						
2002	5,403.0	546.2	4,856.8	34,527.9	2,610.2	31,917.7
2003	5,654.4	584.9	5,069.5	35,043.2	2,626.9	32,416.4
2004	5,961.7	624.3	5,337.5	36,682.9	2,708.5	33,974.4
2005	6,131.2	570.0	5,561.2	37,951.7	2,690.0	35,261.7
2006	6,544.1	449.2	6,094.9	40,063.6	2,572.4	37,491.2
Annual growth rates						
2002	1.6	2.3	1.5	2.3	0.3	2.5
2003	4.7	7.1	4.4	1.5	0.6	1.6
2004	5.4	6.7	5.3	4.7	3.1	4.8
2005	2.8	-8.7	4.2	3.5	-0.7	3.8
2006	6.7	-21.2	9.6	5.6	-4.4	6.3
Monthly data						
Aug-06	554	38	515	3,334	209	3,125
Sep-06	551	39	512	3,343	211	3,132
Oct-06	550	36	514	3,393	215	3,178
Nov-06	545	33	512	3,386	211	3,175
Dec-06	556	40	516	3,454	222	3,232
Jan-07	562	35	528	3,447	214	3,233
Feb-07	559	32	527	3,379	197	3,183
Mar-07	561	39	522	3,420	217	3,203
Apr-07	559	35	524	3,356	203	3,153
May-07	562	37	525	3,395	206	3,190
Jun-07	556	39	517	3,417	208	3,209
Jul-07	556	44	512	3,430	214	3,216
Aug-07	558	43	516	3,409	215	3,194
Month-over-month growth rates						
Aug-06	1.3	-2.2	1.6	1.3	-3.3	1.6
Sep-06	-0.4	1.6	-0.6	0.3	1.0	0.2
Oct-06	-0.2	-8.3	0.4	1.5	2.1	1.5
Nov-06	-0.8	-7.0	-0.4	-0.2	-1.9	-0.1
Dec-06	1.9	19.5	0.7	2.0	5.2	1.8
Jan-07	1.2	-11.9	2.2	-0.2	-3.6	0.1
Feb-07	-0.6	-8.9	0.0	-2.0	-8.2	-1.6
Mar-07	0.3	22.8	-1.1	1.2	10.4	0.6
Apr-07	-0.4	-9.8	0.4	-1.9	-6.4	-1.6
May-07	0.5	4.3	0.3	1.2	1.1	1.2
Jun-07	-1.1	7.2	-1.6	0.6	1.2	0.6
Jul-07	0.1	12.9	-0.9	0.4	2.8	0.2
Aug-07	0.4	-3.8	0.7	-0.6	0.6	-0.7

[1] Source: Statistics Canada & BC Stats

Explanatory Notes

Data Sources

All room revenue data reported is compiled by BC STATS using the hotel tax database maintained and administered by the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

Traveller Entry data is from Statistics Canada. All other data sources are accredited within the report.

Accommodation Categories

Each property has been assigned to one of eight accommodation categories. In addition to motels and four sizes of hotels, there are three special accommodation categories:

Fishing Lodges – All inland and coastal fishing camps located on or near lakes, rivers and oceans. Includes lodges which offer inland fishing expeditions, marinas with accommodation and lodges offering the services of fishing guides.

Vacation Rentals – Includes beach houses, cabins, and selected trailer parks. May also include certain inns and apartment complexes.

Miscellaneous – Includes guest ranches; outfitting, adventure hunting and other types of outdoor adventure; lodges that cater to skiers, hikers, etc. (with the exception of those lodges that mainly service cabins); bed and breakfasts; and houseboats. Also includes universities, mining firms, farms and other establishments renting rooms whose primary activity is not accommodation.

Seasonally Adjusted Data

Accommodation revenue exhibits large, regular seasonal fluctuations, characterised by peaks in the summer months and troughs in the winter months.

The *Tourism Sector Monitor* report uses Statistics Canada's X11/ARIMA/88 technique to remove the effects of seasonality from the revenue time series. The resulting seasonally adjusted series provides a useful tool for the analysis of underlying trends in accommodation revenue.

Unless otherwise indicated, revenue data in the *Tourism Sector Monitor* report is adjusted for seasonal fluctuations.

Limitations

The data reported here is derived from the hotel tax database. Tax is not payable for several kinds of accommodation, including:

1. properties with three or fewer rooms (such as small bed and breakfast operations);
2. room rentals exceeding one month in duration;
3. lodging where the daily rate is below $20;
4. lodging supplied to passengers of a ship or train while the ship or train is in transit or is making a scheduled stopover in the Province;
5. lodging supplied by employers to employees; and,
6. lodging supplied to consular employees and their staff.

Readers wishing more information regarding the nature of the hotel tax are referred to the *Hotel Room Tax Act* and the Hotel Room Tax Regulations.

Room Counts

Data are obtained primarily from Tourism BC's *Accommodation Guide* and supplemented by estimates from the Consumer Taxation Branch's hotel tax file. Vendors and their rooms are not counted in any given month unless revenue has been reported.

Suppression

The protection of confidentiality requires the suppression of categories not containing at least 10 properties. In most cases, protection is achieved by aggregating confidential cells into larger categories.

Revisions

A standard revision cycle accommodates corrections to the source data, to the allocation of consolidated reporters, and to the coding of properties by accommodation type. Revisions are implicit in the seasonally adjusted data and in the month-over-month, year-over-year and year-to-date percentage changes of subsequent reports, and are comprehensively reported in the annual tables published in the Annual issue of the *Tourism Sector Monitor* report.

Tourism Sector Monitor is prepared by BC STATS, Ministry of Labour and Citizens' Services, using data from the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

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